

BENEFITS OF USING CENSUS DATA TO RECRUIT STUDENTS INTO LIBERAL ARTS PROGRAMS

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Adrian College

Declining Graduates in Humanities and Social Science Fields

- Pink dot indicates the major is in the humanities.
 - History bachelor's degrees declined about 35%.
- Green dot indicates the major is in the social and behavioral sciences.
 - Sociology bachelor's degrees declined about 10%.

Chart taken from James Engell's article "Humanists All" from Harvard Magazine, Jan.-Feb. 2023 Issue. Original creator Benjamin Schmidt.



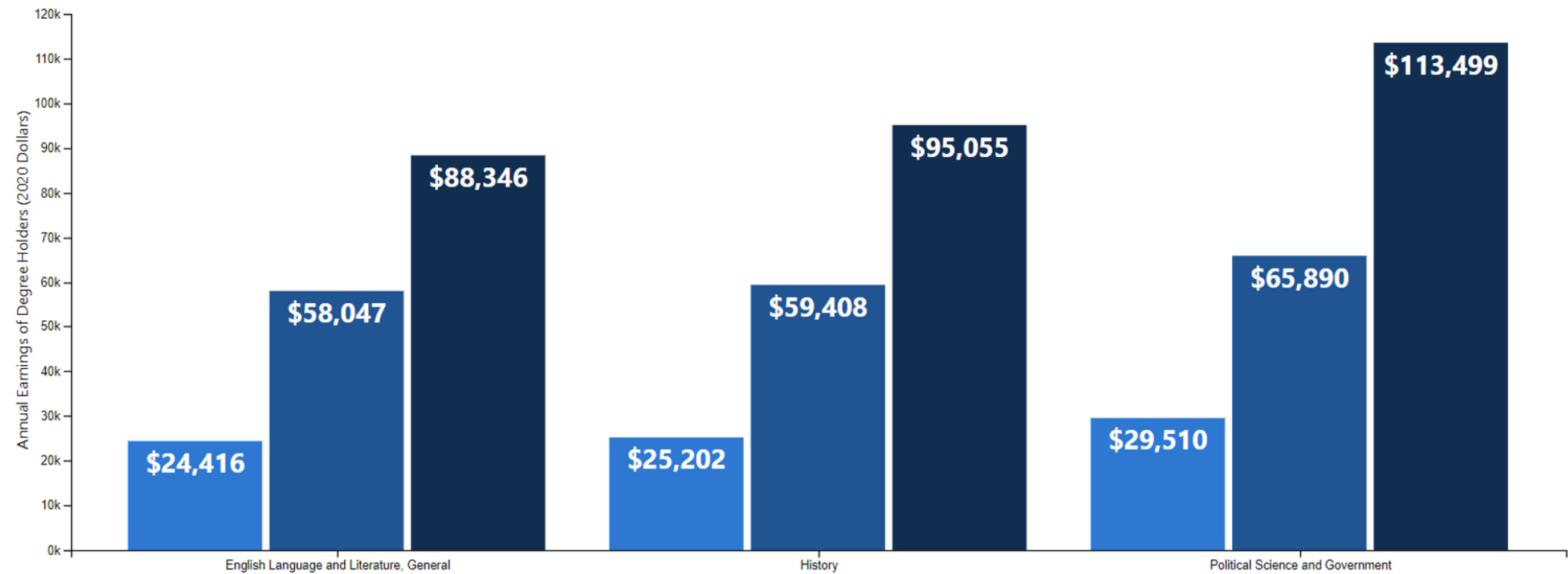
SOURCE: Based on chart provided by Benjamin M. Schmidt '03
(based on data from NCES IPEDS; adapted from the American Academy of Arts and Sciences)



Share Census PSEO data to show strong economic returns

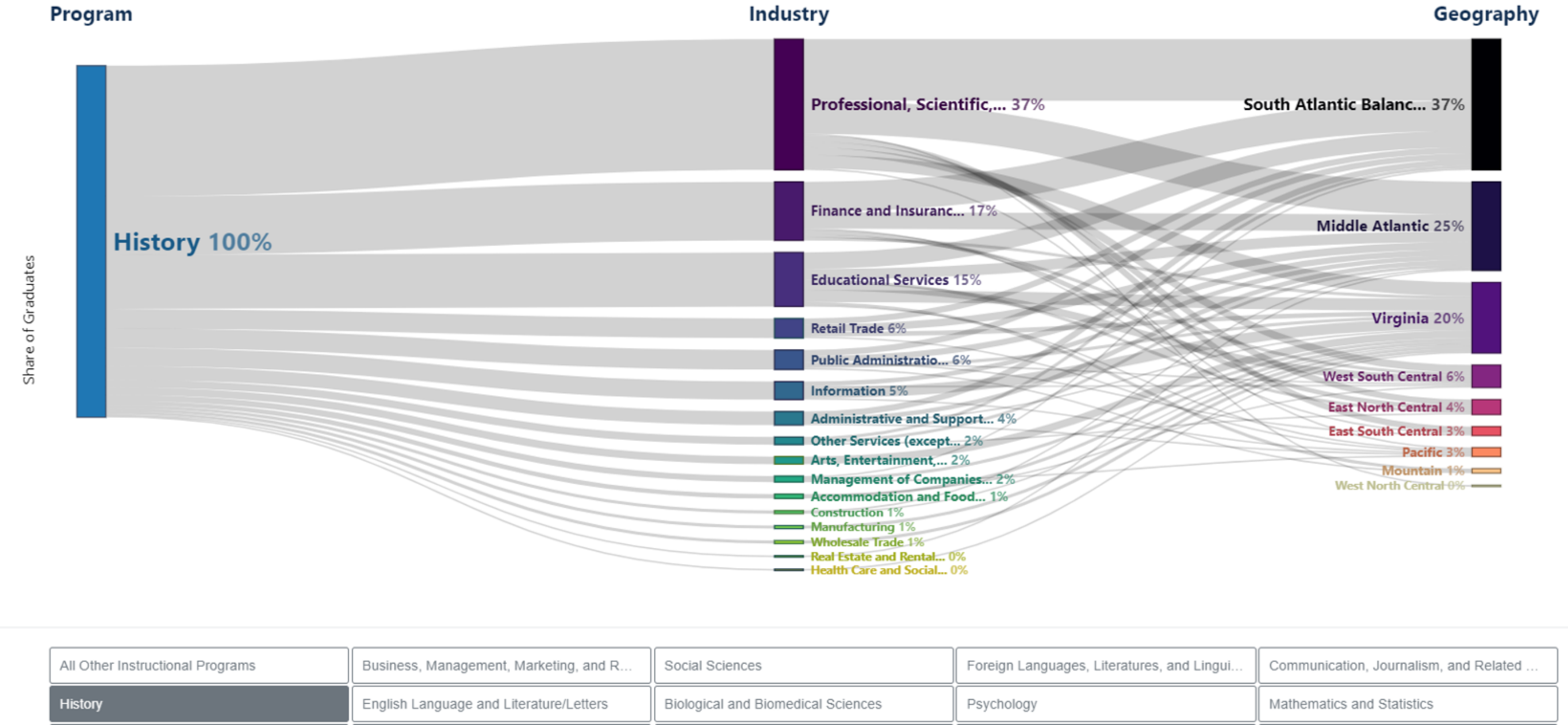
- The Post-Secondary Employment Outcomes (PSEO) Initiative connects colleges' alumni records to the Census Bureau's Jobs Database.
- Provides alumni median income, by major, one, five, and 10 years after graduation.
- Also provides the industries and regions alumni are working in across the country.

Post-Secondary Employment Outcomes Explorer



All Instructional Programs	Business Administration, Management and...	Accounting and Related Services	Economics	Political Science and Government
Journalism	English Language and Literature, General	History	Romance Languages, Literatures, and Lin...	Psychology, General

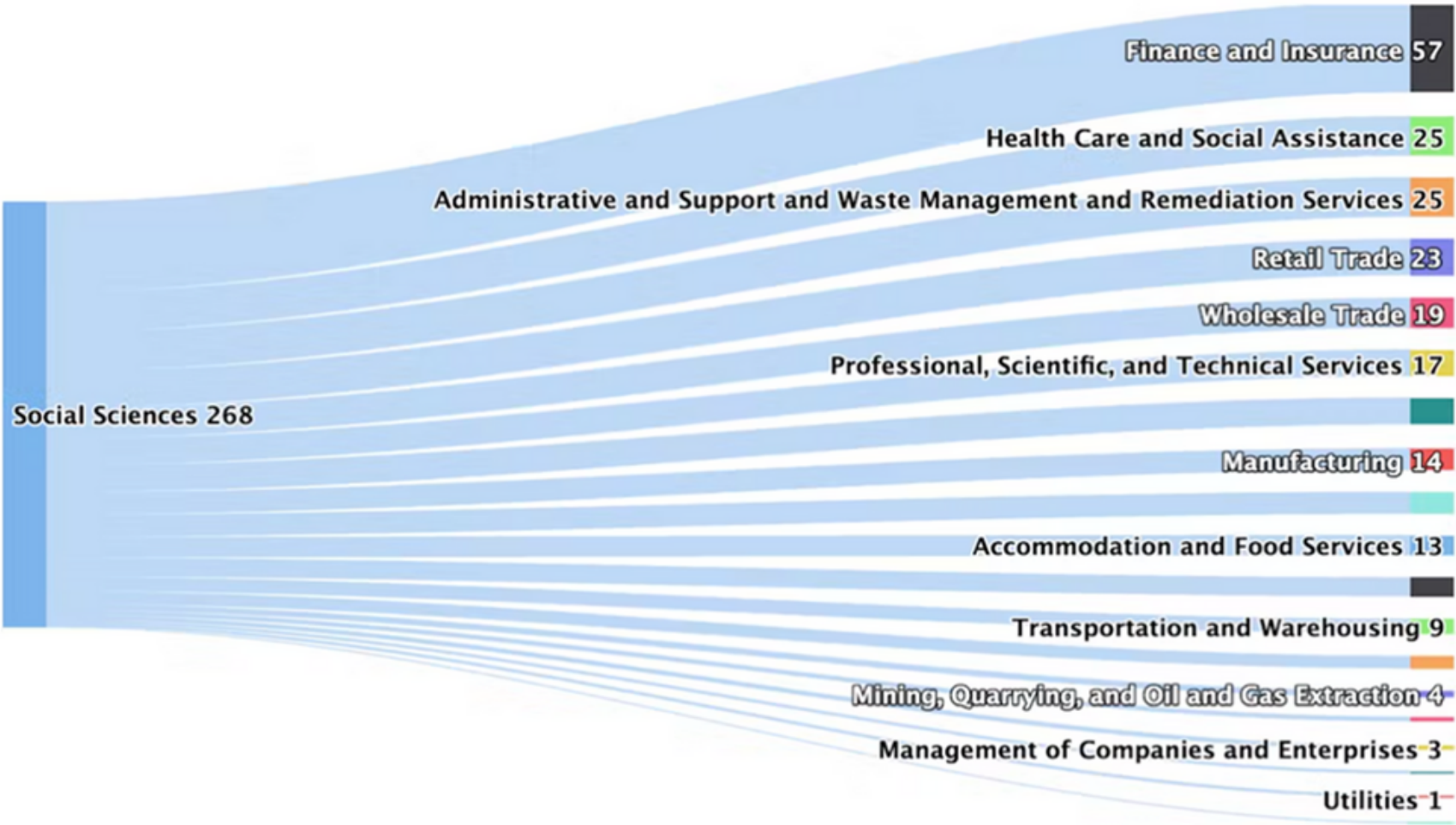
Post-Secondary Employment Outcomes Explorer



Use Data to Indicate Placement into High-Growth Occupations

- Summary
- Earnings by Percentile
- Percent with Loans
- National Earnings Trend
- Industry Data

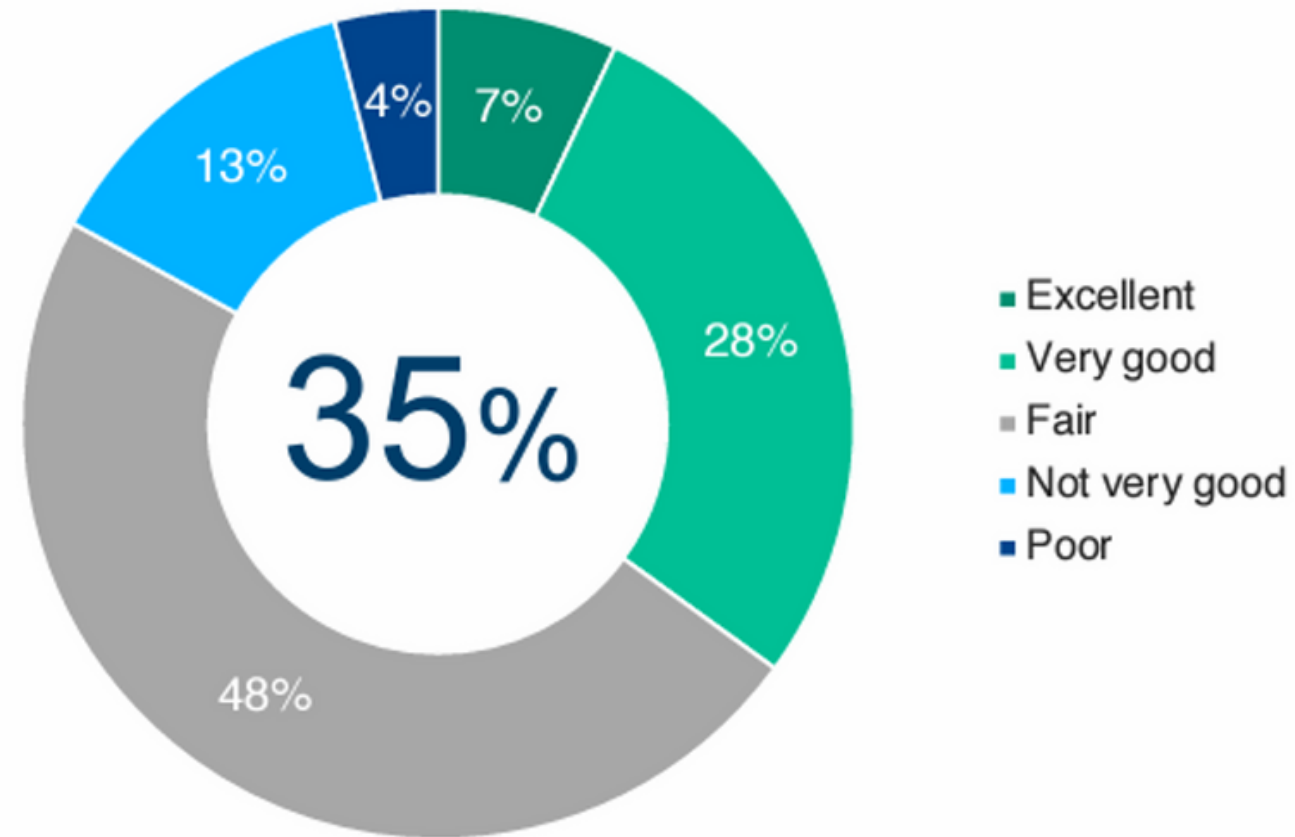
Industry Data



From ICI GradFacts Tool. Available at <https://www.icindiana.org/gradfacts/>

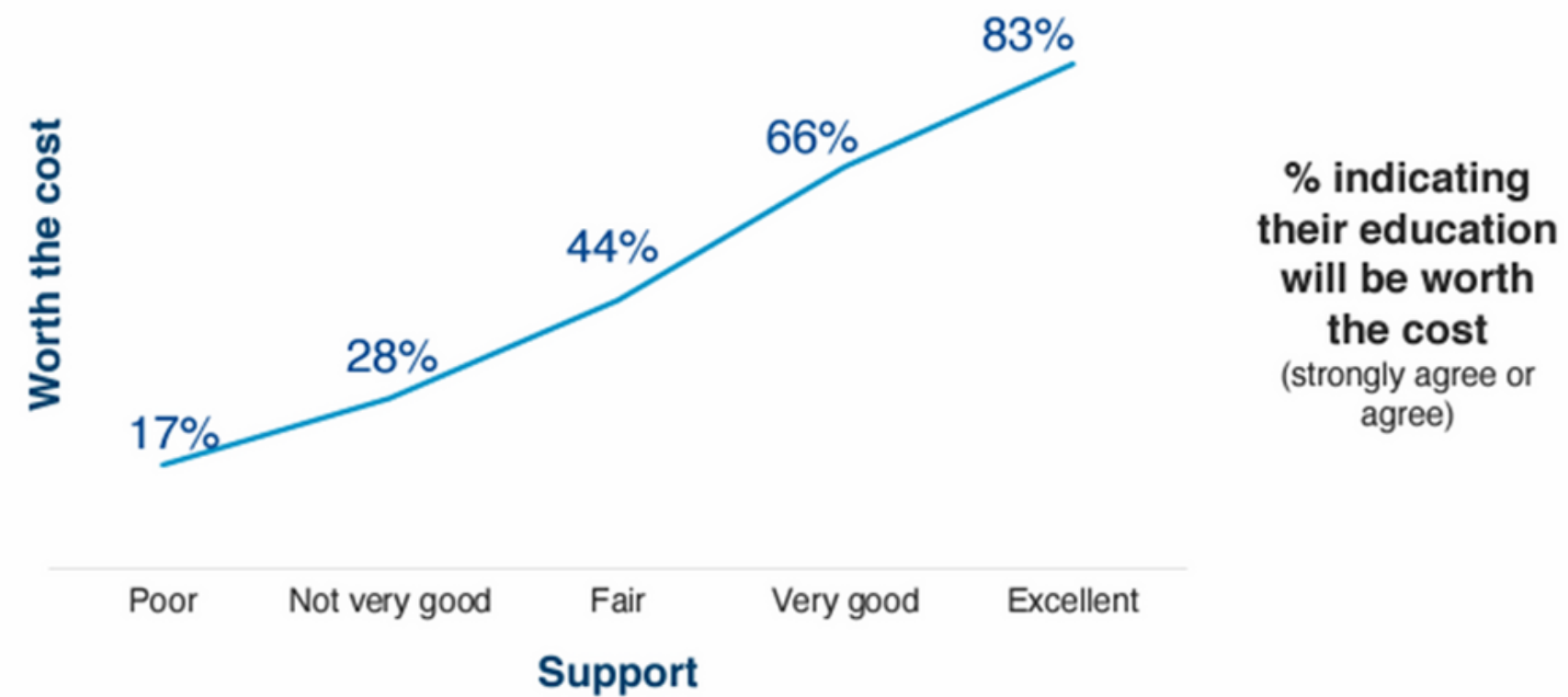
About one-third of students rate their school as “excellent” or “very good” at connecting education to meaningful careers

How would you rate your college or university's support for helping students connect their education to a meaningful career?



Strada-College Pulse survey, Sept. 10-25. Base: current college students enrolled at four-year institutions, n=3,887.

When students have the support to connect their education to a career,
they are more likely to say their education will be worth the cost



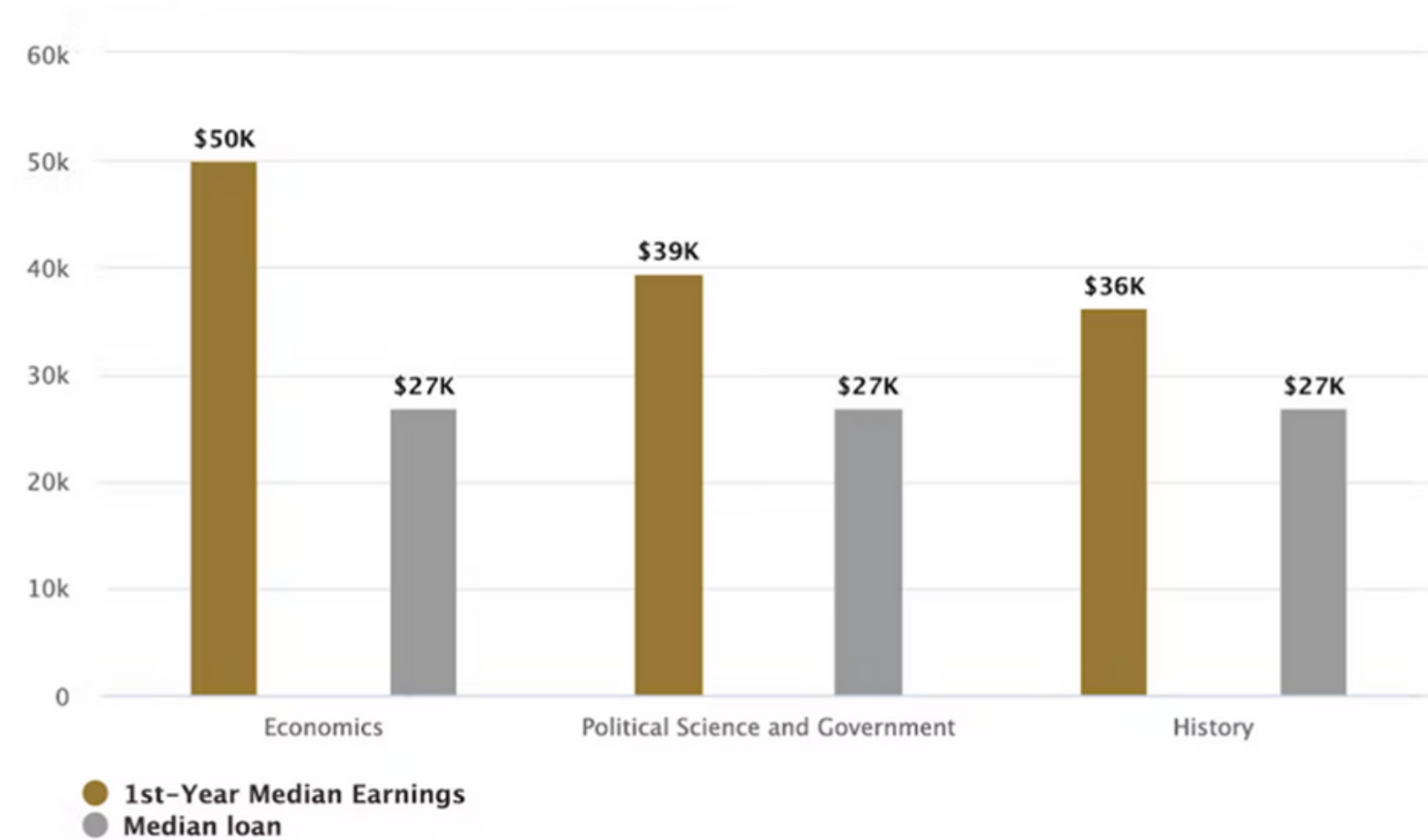
*How would you rate your college or university's support for helping students
connect their education to a meaningful career?*

Strada-College Pulse survey, Sept. 10-25. Base: current college students enrolled at four-year institutions, n=3,887.

Summary

How much do ICI graduates earn nationally, and how much do they owe in student loans?
How much do earnings vary for ICI graduates with the same major?

1st-Year Median Earnings and Median Loan



From ICI GradFacts Tool. Available at <https://www.icindiana.org/gradfacts/>

Salary and Industry Data on Adrian Website & in Emails



Public Administration

Care about government and serving others? A degree in public administration will prepare students with practical experience in Government and Non-Profits.

[Learn More](#)



Actuarial Science

A degree in actuarial science is perfect for quantitative students interested in a high-earning and data-driven career.

[Learn More](#)

Public Administration (Political Science Dept.)



Nonprofit Director
\$95,433



City Manager
\$104,992 per year



**Administrative
Services Manager**
\$98,890

ADRIAN
COLLEGE

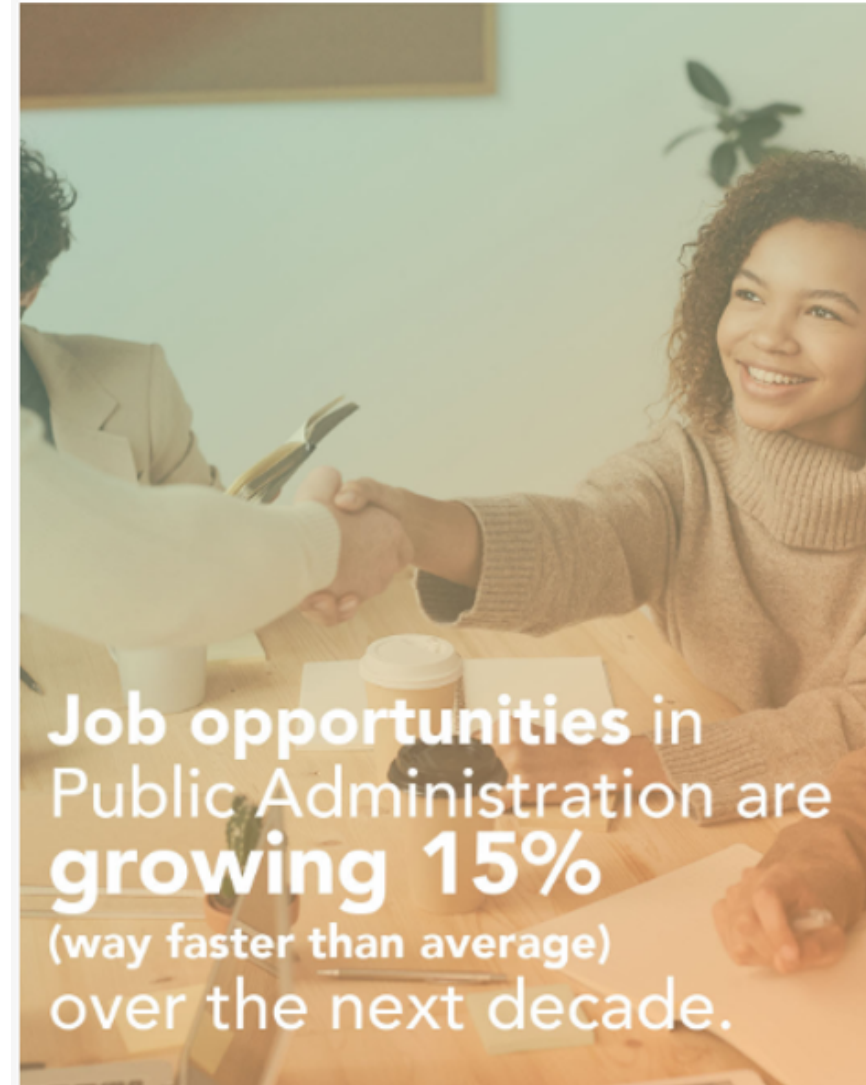
INNOVATION

ADRIAN COLLEGE

We're honored and excited to announce our brand-new Public Administration program because this is one of the most opportunity-rich fields in the world — especially for recent graduates.

Over half of federal workers are nearing retirement age, so demand for fresh talent is set to skyrocket in the coming years. Meanwhile, the nonprofit sector continues to grow at 10x the rate of the private sector, so no matter who you want to work for, Public Administration graduates are coveted. We've created a degree that solves for precisely the skills that are in highest demand, which gives our degree-holders a huge competitive advantage.

To see why Public Administration is a true "field of the future" — take a look at this



**Job opportunities in
Public Administration are
growing 15%**
(way faster than average)
over the next decade.

Actuarial Science (Math Dept.)

With our career-focused degree

You'll learn these **5 hard skills** hiring managers are desperate to see:

- 1) Python
- 2) R programming language
- 3) Calculus
- 4) RStudio
- 5) RMarkdown



With an **Actuarial Science degree**,
you can pursue a wide range of
great careers like:



Actuary
\$106,000⁵ /year



Budget Analyst
\$86,000⁶ /year

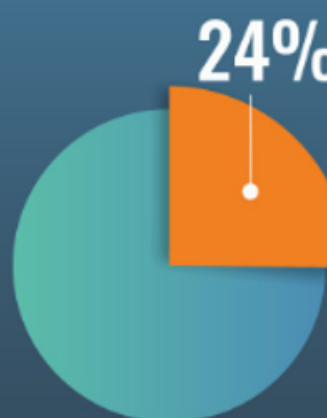


Quantitative Analyst
\$138,000⁷ /year



Healthcare Actuary
\$120,000⁸ /year

Jobs in **Actuarial Science**
are growing:



24%

With great median
annual salaries:

\$106,000 /year
Actuary

\$138,000 /year
Quantitative
Analyst

From Adrian College's "Actuarial Science" Webpage. Available at
<https://innovation.adrian.edu/actuarial-science>

Conclusion

- Most students indicate their colleges don't provide enough support connecting their educations to meaningful careers (Strada, 2020).
- When students don't clearly see connections, they don't believe their educations will be worth the cost (Strada, 2020).
- Humanities and social science graduate numbers are declining. Census PSEO data provides an opportunity to make these career connections more explicit for prospective and current students.
- Emails, websites, and conversations should be used to market salary and industry information.
- Contact Andrew Foote (andrew.foote@census.gov) to learn about joining Census PSEO.

References

Docking, J. R. (2022, April 4). This new Census tool can recruit students into the liberal arts. *EdSurge*.
<https://www.edsurge.com/news/2022-04-04-this-new-census-tool-can-recruit-students-into-the-liberal-arts>

Thank you

Questions

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